



CALIFORNIA STRATEGIC GROWTH COUNCIL

Communications Update

This is a brief synopsis of communications efforts to further Strategic Growth Council goals and objectives from December 2017–January 2018.

Staff Outreach Efforts

Recorded below are speaking engagements, conferences and other events in which staff participated to further Strategic Growth Council goals and objectives.

Date	Event	Location
12/5/17	Meeting of HSRA and conservation community regarding northern wildlife movement	Sacramento
12/5/17	MPO/State Agency Working Group	Sacramento
12/6/17	Climate Change Research Program: UCD Research Roundtable	Davis
12/6/17	Meeting of CALAND (natural and working lands carbon accounting model) technical advisory committee	Sacramento
12/6/17	International Climate Action Team Working Group	Sacramento
12/6/17	Meeting of Gilroy City Council regarding high speed rail station location	Gilroy
12/7/17	Urban Farm Tour for Healthy Soils Week	Los Angeles
12/7/17	Alliance of Regional Collaboratives for Climate Adaptation: Quarterly Membership Meeting	Sacramento
12/8/17	US Climate and Health Alliance Webinar – Health in All Policies Presentation on State Transportation Policy	Web forum
12/8/17	SB 246 Technical Advisory Council Meeting	Sacramento
12/8/17	Climate, Equity and Opportunity Convening	Palo Alto
12/12/17	Sustainable Building Working Group Meeting	Sacramento
12/15/17	Briefing on CARB natural and working lands inventory	Sacramento
12/19/17	Mercy Housing Groundbreaking	San Francisco
12/19/17	Quarterly meeting of Caltrans' State Advance Mitigation Initiative	Sacramento
12/20/17	Central Valley Landscape Conservation Cooperative	Sacramento
12/20/17	AHSC Groundbreaking: PATH Metro Villas	Los Angeles
1/3/18	International Climate Action Team Working Group	Sacramento
1/8/17	Climate Change Research Program: Steering Committee	Sacramento

1/9/17	Quarterly Research CAT Interagency Meeting	Sacramento
1/9/17	Sustainable Building Working Group Meeting	Sacramento
1/10/18	Meeting of HSRA and conservation community re northern wildlife movement	San Francisco
1/11/18	Los Angeles County tour of potential AHSC Projects with SGC	Los Angeles County
1/12/18	Speaking at Conference: Organizing Disadvantaged Communities for Success	Carson
1/17/17	SafeCAT Working Group	Sacramento
1/18/18	Meeting of HSRA and Caltrans to coordinate on wildlife movement/corridor efforts	Sacramento
1/19/18	ARB's 50 th Anniversary Symposium	Davis
1/24/18	Government Alliance on Race and Equity Session	Sacramento
1/25/18	Meeting of Bay Area Open Space Council re 2018 policy priorities	Berkeley
1/25/18	SGC Infrastructure Working Group	Sacramento
1/26/18	State Agency-ITS Dialogue: VMT and new mobility services and technologies	Sacramento
1/26/18	ARB's Triennial Research Plan Workshop	Sacramento

New Website

The SGC has been working on a complete overhaul of its website to provide a more accessible and user-friendly interface for a variety of audiences. The creation of the site will take place in two phases, one which will include the bulk of SGC's programs and resources, and a second phase that will provide a more robust array of resources and information for stakeholders.

SGC Staff are pleased to announce that Phase I of the new website is live as of January 19, 2018. Phase II will be completed later in 2018.

E-Blast Distribution

Weekly e-blasts are sent to those who have subscribed to SGC's "General Announcements" (3,133 subscribers) and "Health in All Policies" (360 subscribers) listservs. SGC utilizes Constant Contact for this outreach.

We also have several sub-lists that serve audiences interested in specific programs on an as-needed basis. Our targeted lists include:

- Affordable Housing Sustainable Communities (827 subscribers)
- Climate Change Research (312 subscribers)
- Sustainable Agricultural Lands Conservation (366 subscribers)
- Technical Assistance (292 subscribers)
- Transformative Climate Communities (892 subscribers)

On average, we have a 25-32% open rate on our messages, with a 20-25% click through rate.

To be added to any of these communications please sign up here:

<https://visitor.r20.constantcontact.com/d.jsp?llr=dwoa78xab&p=oi&m=1125143034563&sit=zi4cwowkb&f=dc01e319-5935-4c95-93c7-fdbcab8cd9e2>

Social Media

SGC has been working to expand its social media reach through more strategic and consistent posting on Twitter. @CalSGC has increased its Twitter presence this quarter and now has 792 followers and growing.